

000707

Re: CAN-SPAM Act Rulemaking, Project No. R411008

To the Commissioners,

I think efforts to curb the problem of unsolicited bulk email is admirable. However, I am concerned about the obtrusive requirement for merchants to maintain suppression lists.

There are huge problems associated with this idea. Much damage will be the result to consumers and small businesses alike. I feel you must reconsider in this matter.

Requiring the use of suppression lists will seriously damage many legitimate publishers and merchants on the net. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

If the CAN-SPAM ACT was designed to put unsolicited bulk e-mailers such as people that are hiding who they are and where they mail from or others that may just get annoying. Your solution is going to kill many legitimate businesses.

The requirement of mandating the use of suppression lists could easily cripple online business. Misuse of these lists for example by someone to shut down their competition could result. Also suppression lists could easily fall into the hands of spammers, leading to more spam less.

I am not surprised at the radical measures you are poised to take. I strongly urge you to reconsider its implementation.

Respectfully,


John Mullenix
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